



THE SECRETARY OF THE NAVY
WASHINGTON, D. C. 20350-1000

SECNAVINST 5430.97
OI-5
05 AUG 1987

SECNAV INSTRUCTION 5430.97

From: The Secretary of the Navy
To: All Ships and Stations
Subj: ASSIGNMENT OF PUBLIC AFFAIRS RESPONSIBILITIES IN THE
DEPARTMENT OF THE NAVY

Ref: (a) U.S. Navy Regulations, 1973

1. Purpose. To assign public affairs responsibilities within the Department of the Navy (DON).

2. Definition. The three major components of public affairs in the DON are public information, internal information and community relations.

a. Public information is the collection, analysis and dissemination of unclassified, official and otherwise releasable information to the public or the news media. Public information also involves feedback from the public, such as the monitoring of media coverage of Navy, Marine Corps and Defense matters.

b. Internal information is the essential function of command and an integral component of the Navy and Marine Corps retention effort. It is the means by which an organization establishes, maintains and employs two-way channels of communication that link leadership and the people of the organization. The DON internal audience consists of active duty military personnel, families, civilian employees, Naval Reserve and Marine Corps Reserve personnel and retired persons and their families. Internal information refers not only to the formulation of messages or themes, but also the means by which such messages are communicated.

c. Community relations refers to activities that place Navy and Marine Corps people and equipment in direct contact with the public. The actual conduct of a sound, goal-oriented community relations program will vary considerably from one command to the next for many reasons. Among these reasons are mission and allowable degree of public access, local public attitude toward the military, events that provide opportunity for direct interface with the public and local issues which divide or unite the military and the community.

3. Background. Reference (a) assigns basic responsibilities for the administration of the DON. This instruction and the Goldwater-Nichols Department of Defense Reorganization Act of 1986 bring the entire range of public affairs for the naval service under the direct management of the DON Secretariat to assure greater efficiency and accountability.

0 5 AUG 1987

4. Responsibilities

a. The Secretary of the Navy (SECNAV) is responsible for establishing public affairs policy in the Department of the Navy and directing its implementation. The Secretary monitors and controls Navy and Marine Corps relations with the public.

b. The CNO and CMC are delegated responsibilities for:

(1) Conduct of their respective service's internal information programs;

(2) Conduct of their respective service's community relations programs; and

(3) Implementing SECNAV public affairs policy and directives.

5. Organization and Relationships

a. The Office of Information is a part of the office of the Secretary of the Navy, and comprises the personnel who assist the Chief of Information and Deputy Chief of Information for Marine Corps Matters in performing their duties and responsibilities.

b. The Chief of Information is the staff assistant within the Office of the SECNAV and is responsible to the Secretary of the Navy for DON public affairs, including development of all policy and administration related thereto, and for other responsibilities as directed.

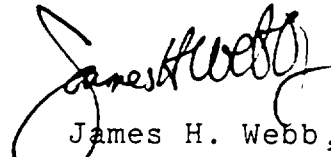
c. The Chief of Information will report to the CNO for support of the CNO responsibilities outlined in paragraph 4, and he will provide such staff support as the CNO considers necessary to perform his duties and responsibilities. In this role as Public Affairs Officer for the CNO, he will promulgate guidance on the implementation of public affairs programs to subordinate commanders. He will also serve as the CNO coordinator for the Navy Broadcasting Service and the Navy Internal Relations Activity.

d. The Deputy Chief of Information for Marine Corps Matters may report directly to the Secretary regarding public information matters related solely to the Marine Corps. He will promptly inform the Chief of Information regarding the substance of all independent contact with the Secretary pertaining to

05 AUG 1987

Marine Corps matters. He will report to the CMC for support of the responsibilities outlined in paragraph 4, and will provide such staff support as the CMC considers necessary to perform his duties and responsibilities. In his role as public affairs officer for the CMC, he performs functions similar to those outlined in paragraph 5c.

6. Action. The Chief of Information will determine staffing requirements for the Office of Information, ensuring that the CNO and CMC are provided support necessary to perform public affairs related duties and responsibilities.



James H. Webb, Jr.
Secretary of the Navy

Distribution:

SNDL Parts I and II
MARCORPS Code H and I

Stocked:

CO, NAVPUBFORMCEN
5801 Tabor Avenue
Philadelphia, PA 19120-5099 (500 copies)